

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

1. Contract ID Code

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8

| | | | |
|--|------------------------------------|--|--|
| 2. Amendment/Modification No. A001/COMM-16-BC-2020 | 3. Effective Date See Block 16C | 4. Requisition/Purchase Req. No. | 5. Project No. (if applicable) |
| 6. Issued By BUREAU OF CENSUS ACQUISITION DIVISION, 3J444 4600 SILVER HILL ROAD WASHINGTON DC 20233 Benjamin Banyasz 301-763-9642 | | 7. Administered By (If other than Item 6) SEE BLOCK 6 | |
| 8. Name and Address of Contractor (No., Street, County, and Zip Code) | | (X) | 9A. Amendment of Solicitation No. COMM-16-BC-2020 |
| | | | 9B. Date (See Item 11) |
| | | | 10A. Modification of Contract/Order No. |
| | | | 10B. Date (See Item 13) |
| Code | Facility Code | | |

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

☒ The above numbered solicitation is amended as set forth in item 14. The hour and date specified for receipt of Offers ☒ is extended ☐ is not extended. Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:
(a) By completing items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. Accounting and Appropriation Data (if required)

N/A

**13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT/ORDERS.
IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.**

| | |
|-----|---|
| (x) | A. This change order is issued pursuant to: (Specify authority) The changes set forth in item 14 are made in the Contract Order No. in item 10A. |
| | B. The above numbered Contract/Order is modified to reflect the administrative changes (such as changes in paying office, appropriation date, etc.) Set fourth item 14, pursuant to the authority of FAR 43.103 (b) |
| | C. This supplemental agreement is entered into pursuant to authority of: |
| | D. Other (Specify type of modification and authority) |

E. IMPORTANT: Contractor ☒ is not, ☐ is required to sign this document and return _____ copies to the issuing office.

14. Description of Amendment/Modification (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

The purpose of this Amendment (A001) is to provide the Governments Responses to Questions (See Separate Attachment) and revisions to the Final RFP. See attached Final RFP for track changes listed in this amendment.

Except as provided herein, all terms and conditions of the document referenced in item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

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|---|------------------|--|-----------------------------|
| 15A. Name and Title of Signer (Type or Print) | | 16A. Name and title of Contracting Officer (Type or Print) Cory Harris Contracting Officer | |
| 15B. Contractor/Offeror (Signature of person authorized to sign) | 15C. Date Signed | 16B. United States of America (Signature of Contracting Officer) | 16C. Date Signed 1/27/16 |

NSN 7540-01-152-8070

30-105

STANDARD FORM 30 (REV. 10-83)

PREVIOUS EDITIONS UNUSABLE

Prescribed by GSA FAR (48 CFR) 53.243

Revisions to RFP:

- Section C.5.11 Website Development and Digital Engagement (Page 21) – Revised H.42 to state H.41.
 - Section G.4 Government Provided Resources (Page 50) – Added a link to provide information around the error rate and contributing factors for the 2010 Census.
 - Section L.5 (d) Instructions for Submission of Proposal (Page 98) – Included footnote text and font.
 - Section L, Tables L.1 and L.2 (Pages 119 & 123) - Removed sealed package language.
 - Added SF-33 for Final RFP Released (See attached).
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The Statistics in Schools Program is currently in development. However, the program will need to significantly ramp up for the decennial census. This program is especially important as a promotional tool for the partnership program. The Contractor shall provide necessary communications strategy and support to ramp up the program. The Contractor shall develop activities, lesson plans, take-home materials, maps, and toolkits for educational personnel as needed to fully utilize the Statistics in Schools Program as a promotional component. The Statistics in Schools Program may include not only K-12 grades but also home schools, day care programs, after school programs, and others for the 2020 Census.

The Contractor shall integrate and collaborate with the appropriate program areas and subject matter experts, specifically the Customer Liaison and Marketing Services Office and Field Division, at the Census Bureau to successfully accomplish this work.

C.5.11 Website Development and Digital Engagement

The Census Bureau currently has a contractor on board working on the census.gov website and is responsible for all website development, website applications, mobile applications, and content development and migration. As the 2020 Census approaches, the responsibility for the website and other digital work will require collaboration between the existing contractor and the integrated communications contractor given the increased level of effort required. The specific orders will be determined after discussion with all parties after award. As a result, the Contractor shall collaborate and integrate with the existing contractor on the website activities.

Examples of work may include, but are not limited to:

- Development of content for the 2020 Census website including blogs
- Design of the 2020 Census website
- Development of web applications for the 2020 Census website
- Transcreation of the 2020 Census website into multiple languages
- Development of mobile applications for the 2020 Census
- Implementation of paid search and search engine optimization
- Implementation of full 508 compliance for all digital properties (see Section H.4¹²)

The Contractor shall use agile management in the development and management of the website as required. The Contractor shall adhere to all IT policies and guidelines of the Census Bureau. All digital solutions shall align with the Census Bureau IT environment. The government will provide the applicable IT policies and guidelines to the Contractor after award. The Contractor shall also provide responsive design for all digital communications products so that they will optimize properly and quickly on all devices and platforms. The Contractor shall provide support on a 24/7 basis for weekdays, weekends, and holidays as needed. All 2020-related websites shall be integrated with the online response system, providing a seamless experience to respondents.

The Contractor shall integrate and collaborate with the appropriate program areas and subject matter experts, specifically the Center for New Media and Promotion and the IT Directorate, at

The Contractor shall use the Government furnished property only in connection with this contract. The Contractor shall maintain adequate property control records and will make such records available for Government inspection at all reasonable times.

The Contractor shall follow the instructions of the Contracting Officer regarding the disposition of any Government furnished property left upon completion of this contract

G.4 GOVERNMENT PROVIDED RESOURCES

The Government Furnished Information provided below is to further assist vendors in understanding the results from the 2010 Census and planning for the 2020 Census. Some of these links are also provided in Section J.1 – Designated Market Area (DMA) Exercise:

- http://ocio.os.doc.gov/ITPolicyandPrograms/Information_Collection/dev01_003742
- <http://uscode.house.gov/search/criteria.shtml>
(13 United States Code (USC) 141: Population and Other Census Information can be found at the link above by entering the title (13) and section (141) and clicking on “Go”)
- <http://www.census.gov/2010census/mediacenter/>
- <http://www.census.gov/2010census/partners/>
- <http://www.census.gov/2010census/news/>
- <http://www.census.gov/2010census/about/cpex.php>
- <http://www.census.gov/2020census>
- <http://www.census.gov/about/business-opportunities/resources/pmr.html>
- http://www.census.gov/research/data/planning_database/2015/
- https://www.census.gov/coverage/measurement/post-enumeration_surveys/2010_results.html

In addition the Government may deliver to the Contractor Government-furnished information described on each task after issuance of the order. Title to Government-furnished data shall remain with the Government. The Contractor shall use the Government-furnished data only in connection with fulfilling the requirements of this contract.

G.5 BILLING INSTRUCTIONS

- a. The Contractor shall provide a single point of contact for billing and invoicing issues, as well as their mailing address, e-mail address and telephone number.
- b. The Contractor shall submit billing on a monthly basis or another cycle that will be mutually agreed upon by the Contractor and the Government
- c. The Contractor may use Standard Form 1034 – Public Voucher for Purchases and Services Other than Personal (FAR 53.301-1034) or they may submit a company-generated voucher. However, no matter what type of voucher is submitted, it must contain the proper invoice/voucher information describe in G.6 below.
- d. It must be especially noted that in accordance with the requirements set forth in FAR Clause 52.232-7 – Payments under Time-and-Materials and Labor-Hour Contracts, all vouchers/invoices submitted to the COR shall be accompanied by appropriate cost-related

- (c) The offeror's written proposal shall be prepared on standard 8.5 by 11 inch pages. The proposal pages shall be bound along the left side and numbered on the bottom, right side. The original proposal shall be printed on one side only and the remaining copies shall be printed double-sided. Each page shall have a one-inch margin at the top and the bottom and on each side. Notations of proprietary material and any other identifying information printed on each page may be included in the margin.
- (d) Text shall be in Times New Roman, 12 point font. However, text included in figures or graphics in the written proposal may be reduced to 9 point font, times new roman. Table text must maintain 12 point font. Should the proposal require foldout pages for graphics, one foldout page shall not exceed 17 by 11 inches. Foldouts will be counted as two (2) pages, regardless of size, and subsequent page numbering must be adjusted appropriately. If footnotes are used text shall be Times New Roman, and no less than 9 point font.
- (e) For spreadsheet text in the Price Proposal (Volume 7), any font and size are permitted.
- (f) The offeror shall submit seven (7) hard copies of the written proposal (for all seven volumes). There shall be one (1) original hard copy of the written proposal and six (6) copies. There shall be (7) DVDs (electronic version) with each volume on its own DVD.
- (g) Each hard copy volume shall be bound in a separate three-ring binder of minimum size to contain the material. A binder cover page shall be affixed to the outer cover of each volume that clearly identifies each volume with the volume number and name, copy number (i.e., original 1 of 1 and copy 1 of 6, etc.), solicitation number, date of submission, and offeror's name. This information also shall appear on the spine of the binder. Tab indexing shall be used to identify all sections within a particular proposal volume. There shall be no writing or graphics on the tab index page other than that required to identify the particular section. Each volume must include a binder cover page, table of contents, list of figures, and glossary and do not count toward the page limits in Table L.2.
- (h) For the electronic version, each volume must be placed on one (1) DVD. DVDs must be readable on an IBM PC-compatible system running Windows Server 2008R2.
- (i) Each DVD shall be clearly labeled, and each label shall state the following:
- Offeror's name
 - Solicitation number and name (2020 Census Integrated Communications Contract)
 - Date of the submission
 - Proposal volume contained on the DVD. The name and number of the volume shall be identified.
- (j) If more than one DVD is required for a volume, each DVD shall be labeled as Disk "x" of "y" (e.g., Disk 1 of 2).
- (k) If there are any discrepancies between the electronic version and the original hard copy

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| Volume 1 – Technical Approach | February 22, 2016 By 2:00 p.m. EST | <p>The Offeror shall submit one (1) original hard copy and six (6) hard copies and one (1) electronic copy (DVD-R) for each of the seven (7) volumes of their written proposal to the Government. If more than one (1) DVD is required for a volume, each DVD shall be labeled as Disk “x” of “y” (e.g., Disk 1 of 2, etc.)</p> <p>Each volume shall be rendered in an individual binder marked as Volume 1, Volume 2, Volume 3, and so forth. The original and copies shall all be placed in binders.</p> <p>For the electronic version, each volume shall be provided on a separate DVD.</p> <p>An electronic version of the sealed packages relating to price is not required.</p> |
| Volume 2 – Management Approach | | |
| Volume 3 – Designated Market Area (DMA) Exercise | | |
| Volume 4 – Participation Plan | | |
| Volume 5 – Small Business Subcontracting Approach | | |
| Volume 6 – Similar Experience, Key Personnel, and Past Performance | | |
| Volume 7 – Price | | |

| TABLE L.2 – WRITTEN PROPOSAL FORMAT | | | | |
|-------------------------------------|-------------------------------|--------------|--|----------------------|
| Proposal Section | Title | Max. # pages | Special Instructions | Evaluation Reference |
| L.6.1 | Volume 1 – Technical Approach | 30 pages | Executive Summary required at the beginning of Volume 1 not to exceed two (2) pages and not included as part of the maximum of 30 pages for this volume. | M.3.1 |

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|--------------|--|---|---|------------|
| | | | <p>The offeror shall provide past performance references for all projects that were provided under Similar Experience up to a maximum of five (5) past performance references. References shall use the Part Performance Questionnaire (Attachment J.4).</p> <p>This sub-volume shall include the list of offeror's past performance references that were requested to be submitted directly to the Government.</p> | |
| L.6.7 | <p>Volume 7 – Price</p> <p>Sub-Volume 7.1 – Price – General Information</p> <p>Sub-Volume 7.2 – Price Proposal</p> <p>Sub-Volume 7.3 – Explanation of Pricing</p> <p>Sub-Volume 7.4 – Rate Card with sealed packages</p> | <p>No page limitation</p> <p>No page limitation</p> <p>No page limitation</p> <p>No page limitation</p> | <p>Executive Summary required at the beginning of Volume 7 not to exceed two (2) pages.</p> <p>See Attachment J.7, Attachment J.8, and J.9 for the pricing tables required to respond to these sub-volumes.</p> | M.4 |

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|---|------|---|---|--|---|--|----------------|-----------------------------|--|
| SOLICITATION, OFFER AND AWARD | | | 1. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR700) | | RATING | PAGE 0 | OF 1 | PAGES 255 | |
| CONTRACT NO. | | 3. SOLICITATION NO. COMM-16-BC-2020 | | 4. TYPE OF SOLICITATION Full and Open RFP | | 5. DATE ISSUED January 21, 2016 | | 6. REQUISITION/PURCHASE NO. | |
| 7. ISSUED BY US Census Bureau Acquisition Division 4600 Silver Hill Road Suitland, MD 20746 | | CODE | | 8. ADDRESS OFFER TO (If other than item 7) | | | | | |
| NOTE: In sealed bid solicitations "offer" and "offeror" mean "bid" and "bidder" | | | | | | | | | |
| SOLICITATION | | | | | | | | | |
| 9. Sealed offers in original and <u>0</u> copies for furnishing the supplies or services in the Schedule will be received at the place specified in item 8, or if handcarried, in the depository located in <u>N/A</u> until <u>N/A</u> local time <u>N/A</u> (Hour) (Date) | | | | | | | | | |
| CAUTION - LATE Submissions, Modifications, and Withdrawals: See Section L, Provision No. 52.214-7 or 52.215-1. All offers are subject to all terms and conditions contained in the solicitation. | | | | | | | | | |
| 10. FOR INFORMATION CALL | | NAME Benjamin Banyasz, Contract Specialist | | | | A. TELEPHONE NO. (Include area code) NO COLLECT CALLS | | | |
| 11. TABLE OF CONTENTS | | | | | | | | | |
| (✓) | SEC. | PAGE(S) | | (✓) | SEC. | DESCRIPTION | | PAGE(S) | |
| PART I - THE SCHEDULE | | | | PART II - CONTRACT CLAUSES | | | | | |
| X | A | SOLICITATION/CONTRACT FORM | 0 | XX | I | CONTRACT CLAUSES | | 82 - 90 | |
| X | B | SUPPLIES OR SERVICES AND PRICES/COSTS | 1 - 3 | PART III - LIST OF DOCUMENTS, EXHIBITS AND OTHER ATTACH. | | | | | |
| X | C | DESCRIPTION/SPECS./WORK STATEMENT | 4 - 27 | X | J | LIST OF ATTACHMENTS | | 91 & J1 - J9 | |
| X | D | PACKAGING AND MARKING | 28 - 29 | PART IV - REPRESENTATIONS AND INSTRUCTIONS | | | | | |
| X | E | INSPECTION AND ACCEPTANCE | 30 - 31 | X | K | REPRESENTATIONS, CERTIFICATIONS AND OTHER STATEMENTS OF OFFERORS | | 92 - 95 | |
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| X | H | SPECIAL CONTRACT REQUIREMENTS | 59 - 81 | X | M | EVALUATION FACTORS FOR AWARD | | 126 - 132 | |
| OFFER (Must be fully completed by offeror) | | | | | | | | | |
| NOTE: Item 12 does not apply if the solicitation includes the provisions at 52.214-16, Minimum Bid Acceptance Period | | | | | | | | | |
| 12. In compliance with the above, the undersigned agrees, if this offer is accepted within _____ calendar days (60 calendar days unless a different period is inserted by the offeror) from the date for receipt of offers specified above, to furnish any or all items upon which prices are offered at the price set opposite each item, delivered at the designated point(s), within the time specified in the schedule. | | | | | | | | | |
| 13. DISCOUNT FOR PROMPT PAYMENT (See Section I, Clause No. 52.232-8) | | | 10 CALENDAR DAYS % | 20 CALENDAR DAYS % | 30 CALENDAR DAYS % | ____ CALENDAR DAYS % | | | |
| 14. ACKNOWLEDGE FOR PROMPT PAYMENTS (The offeror acknowledges receipt of amendments to the SOLICITATION for offerors and related documents numbered and dated): | | | AMENDMENT NO. | DATE | AMENDMENT NO. | DATE | | | |
| 15A. NAME AND ADDRESS OF OFFEROR | | | CODE | FACILITY | 16. NAME AND TITLE OF PERSON AUTHORIZED TO SIGN OFFER (Type or print) | | | | |
| 15B. TELEPHONE NO AREA CODE NUMBER EXT. | | | 15C. CHECK IF REMITTANCE ADDRESS IS DIFFERENT FROM ABOVE-ENTER SUCH ADDRESS IN SCHEDULE | | 17. SIGNATURE | | 18. OFFER DATE | | |
| AWARD (To be completed by Government) | | | | | | | | | |
| 19. ACCEPTED AS TO ITEMS NUMBERED | | | 20. AMOUNT | | 21. ACCOUNTING AND APPROPRIATION DATA | | | | |
| 22. AUTHORITY FOR USING OTHER THAN FULL AND OPEN COMPETITION: <input type="checkbox"/> 10 U.S.C. 2304 (C) () <input type="checkbox"/> 41 U.S.C. 253 (c) () | | | 23. SUBMIT INVOICES TO ADDRESS SHOWN IN (4 copies unless otherwise specified) | | | ITEM | | | |
| 24. ADMINISTERED BY (If other than Item 7) | | | CODE | | 25. PAYMENT WILL BE MADE BY | | CODE | | |
| 26. NAME OF CONTRACTING OFFICER | | | 27. UNITED STATES OF AMERICA | | | AWARD DATE | | | |
| IMPORTANT - Award will be made on this Form, or on Standard Form 26, or by other authorized official written notice. | | | | | | | | | |